

AMENDMENTS TO THE SPECIFICATION

IN THE SPECIFICATION:

Please amend the title of the invention as follows.

INFORMATION TRANSMITTING SYSTEM FOR IDENTIFYING A SUBJECT

IN THE SPECIFICATION:

Please replace the paragraph beginning on page 11, line 19 with the following rewritten paragraph.

Fig. 1 is a diagram showing an outline of an information transmitting system according to the first embodiment of the invention. As shown, the information transmitting system according to the first embodiment of the invention comprises a message sender's camera 10, ~~an~~a subject 20 such as a building, an advertising tower or a billboard of a company, or any other structure which is to be photographed with the camera 10, and a database organization 30 in which ~~are registered~~ mapping information for deducing the geographical position of the subject 20 and data about client companies are registered and which is an intermediary for the message information from the message sender to be transferred to the subject 20.

Please replace the paragraph beginning on page 16, line 11 with the following rewritten paragraph.

The message sender as a photographer which is looking at a billboard on the subject 20 recognizes that the subject 20 is a certain company and wants to purchase an item being sold by the company. He selects a desired position (subject 20) in the picture by means of an electronic pen or other input device that is applied to the image display 12 on the camera-12 10; he then designates a message information allocating position 14 and writes message information about the order or the like into that position. The message information is not limited to textual information; it may be an image (e.g. moving or still image or a 3D image); if the camera 10 is compatible with input by voice, the message information may be voice data.